

What we claim is:

1. A method of reducing the appearance of lines and wrinkles on the skin, which comprises applying to the skin a makeup composition comprising an interference pigment having a blue or violet reflectance, combined with at least one metal oxide pigment.
2. The method of claim 1 in which the interference pigment has a blue reflectance.
3. The method of claim 1 in which the interference pigment has only a blue reflectance.
4. The method of claim 1 in which the composition comprises titanium dioxide.
5. The method of claim 1 in which the composition comprises titanium dioxide and iron oxide.
6. The method of claim 1 in which the composition further comprises at least one inorganic, non-matte, non-spherical powder.
7. The method of claim 6 in which the powder is selected from the group consisting of bismuth oxychloride, boron nitride, barium sulfate, mica, sericite, muscovite, synthetic mica, titanium oxide coated mica, titanium oxide coated bismuth oxychloride, titanium oxide coated talc, platelet iron oxides, aluminum powder, lauroyl lysine and platelet talc.
8. The method of claim 1 in which the composition further comprises bismuth oxychloride.
9. The method of claim 1 in which the composition comprises from about 1 to about 9% by weight of interference pigment.

10. The method of claim 8 in which the composition comprises from about 2 to about 8% by weight of the interference pigment.

11. The method of claim 10 in which the interference pigment has only a blue reflectance.

12. A method of reducing the appearance of lines and wrinkles on the skin, which comprises applying to the skin a makeup composition comprising an interference pigment having a only blue reflectance, combined with at least one metal oxide pigment, and an inorganic, non-matte, non-spherical powder.

13. The method of claim 12 in which the composition comprises titanium dioxide.

14. The method of claim 12 in which the composition comprises titanium dioxide and at least one iron oxide

15. The method of claim 12 in which the powder is selected from the group consisting of bismuth oxychloride, boron nitride, barium sulfate, mica, sericite, muscovite, synthetic mica, titanium oxide coated mica, titanium oxide coated bismuth oxychloride, titanium oxide coated talc, platelet iron oxides, aluminum powder, lauroyl lysine and platelet talc.

16. The method of claim 12 in which the powder is bismuth oxychloride

17. The method of claim 12 in which the composition comprises titanium dioxide and at least one iron oxide, and bismuth oxychloride.

18. The method of claim 12 in which the interference pigment is present in an amount of from about 1 to about 9% by weight of the total composition.

19. The method of claim 12 in which the interference pigment is present in an amount of about 2 to about 8% by weight of the total composition.

20. The method of claim 17 in which the interference pigment is present in an amount of from about 2 to about 8%, the metal oxide present in an amount of about 0.1 to about 30%, and the bismuth oxychloride present in an amount of about 2 to about 10%.

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21. A skin-colored makeup composition comprising an interference pigment having a blue or violet reflectance in an amount of from about 1 to about 9%, combined with at least one metal oxide pigment and an inorganic powder.

22. The composition of claim 21 in which the interference pigment has a blue reflectance.

23. The composition of claim 21 in which the pigment has only a blue reflectance.

24. The composition of claim 21 in which the inorganic powder is a non-spherical, non-matte powder.

25. The composition of claim 21 which comprises titanium dioxide.

26. The composition of claim 21 which comprises at least one iron oxide.

27. The composition of claim 21 in which the powder is selected from the group consisting of bismuth oxychloride, boron nitride, barium sulfate, mica, sericite, muscovite, synthetic mica, titanium oxide coated mica, titanium oxide coated bismuth oxychloride, titanium oxide coated talc, platelet iron oxides, aluminum powder, lauroyl lysine and platelet talc

28. The composition of claim 27 in which the powder is bismuth oxychloride.

29. The composition of claim 21 which comprises titanium dioxide and at least one iron oxide.

30. The composition of claim 21 which comprises an interference pigment having only a blue reflectance; titanium dioxide and at least one iron oxide; and an inorganic non-matte, non-spherical powder selected from the group consisting of bismuth oxychloride, boron nitride, barium sulfate, mica, sericite, muscovite, synthetic mica, titanium oxide coated mica, titanium oxide coated bismuth oxychloride, titanium oxide coated talc, platelet iron oxides, aluminum powder, lauroyl lysine and platelet talc.

31. The composition of claim 30 in which the powder is bismuth oxychloride.

32. The composition of claim 30 in which the interference pigment is present in an amount of from about 1 to about 9%, the metal oxides are present in an amount of about 0.1 to about 30%, and the powder is present in an amount of about 2 to about 15%.

33. The composition of claim 30 in which the interference pigment is present in amount of about 2 to about 8%.

34. The composition of claim 30 in which the powder is bismuth oxychloride.

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